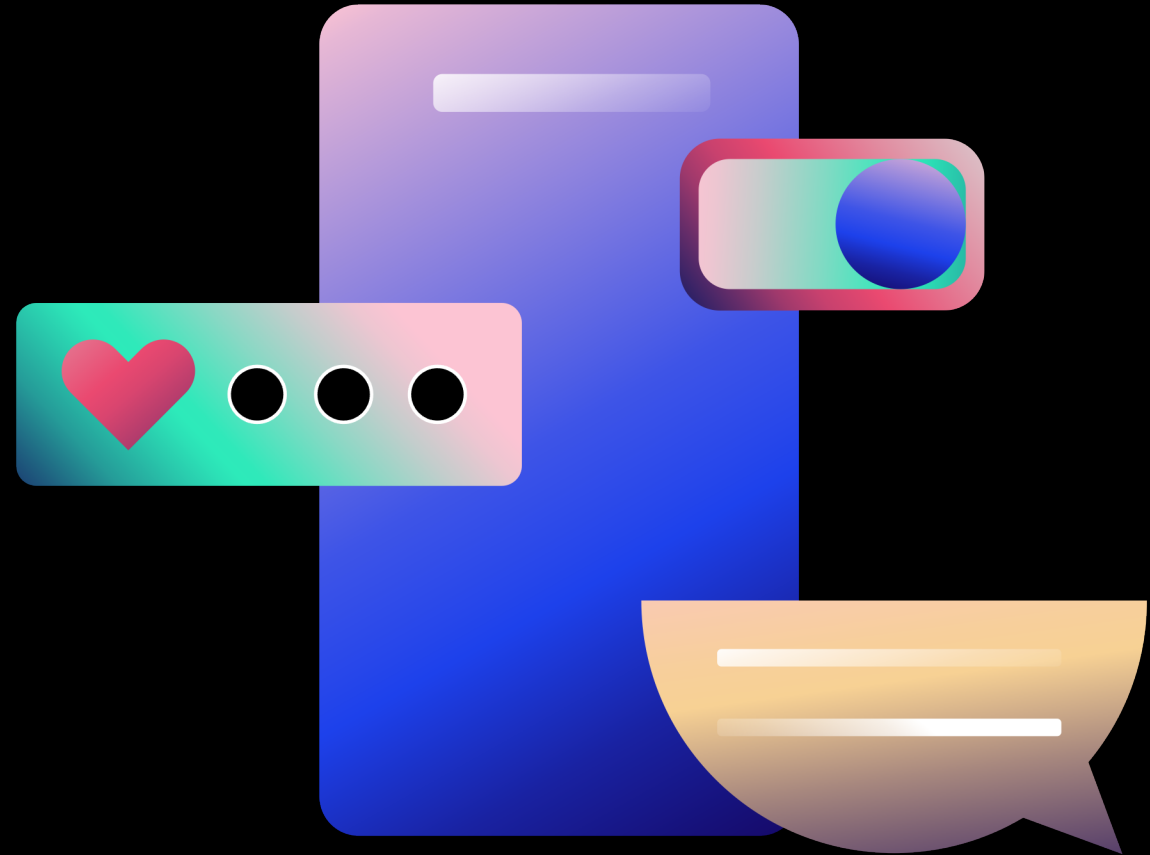


MEDIA TRACKING

Digital Tracker





**Digital Tracker collects data directly
from customers' mobile and digital
devices, enabling us to understand their
*online browsing behavior***

WHAT DO YOU GET?

Digital Tracker delivers insights via an always-on web portal featuring:



Competitive intelligence on the placement & messaging of your competitors' digital content



Real-time activity on campaign volume and timing



True digital SOV for your target customers

WHAT CAN YOU SEE?

Leveraging data directly from a custom-recruited HCP and patient panel, Digital Tracker collects full HTML content across multiple channels:



Digital ads of all formats (display, programmatic, etc.)



Engagement with Healthcare websites



Emails



Social media



Paid search



How does Digital Tracker *work?*

Digital Tracker goes deep via Web Browser Extensions

- Participants install a browser plug-in on their Desktops and Mobile Devices
- Helps you see everything healthcare-related your customer sees
- Fully opt-in, compensated, double-blinded
- Participants targeted as per client requirements



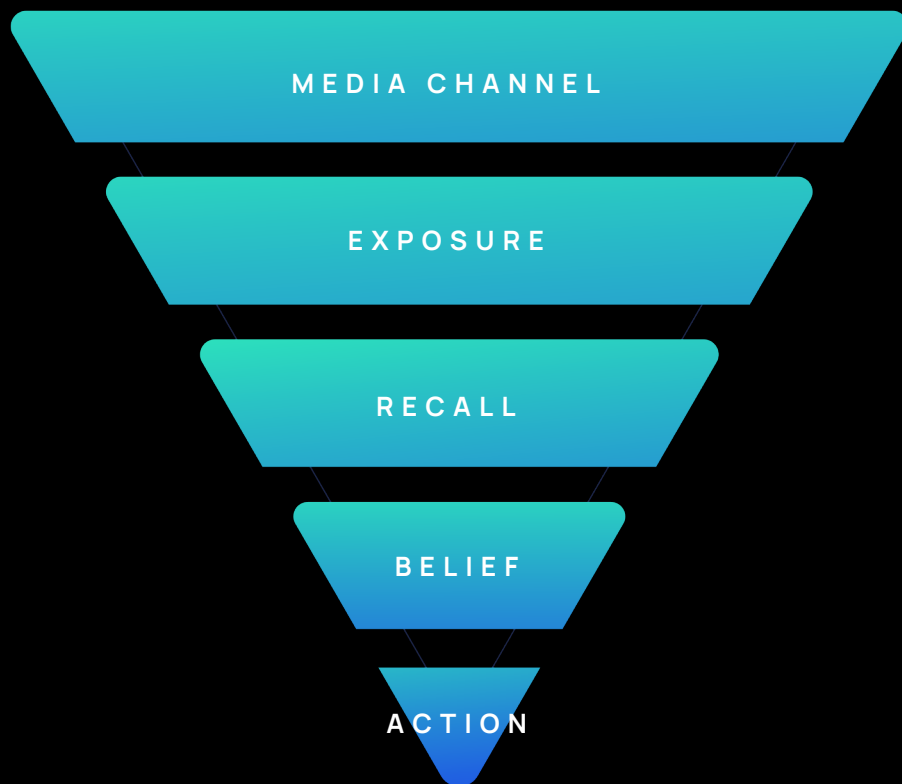
Supplemented by profile driven web-scraping

- Google-like crawling of the life sciences web collecting every campaign across every brand in your TA to ensure comprehensiveness of coverage

Link exposure to brand lift and sales funnel growth by combining

Digital Tracker customer digital behavior tracking with time-tested market research

PHARMA-CUSTOMER ENGAGEMENT FUNNEL



PRIORITY KPIs

Healthcare-related browsing observed directly from the customer

Key Metrics:

- Reach, frequency, & share of voice for every digital campaign in your market
- Information-seeking behavior
- Time spent & content viewed across healthcare web

Customizable Primary Market Research From the Same Panel of Consumers

Key Metrics:

- Campaign Awareness
- Recall
- Campaign relevancy
- Perception and Behavior

NPP MARKET RESEARCH TRACKING + DIGITAL TRACKER

**See every campaign in your market**

See **campaign-level messaging and visuals** for every brand in your market, exactly as the customer sees it

**Quantify exposure & recall**

Quantify message retention and stickiness for digital campaigns, via digital exposure tracking + customer recall surveys

**Leverage real-time campaign feedback**

Collect campaign-level quant + qual feedback on the biggest currently active digital campaigns in your market

**Uncover online customer behavior**

Quantify website-level reach and frequency for your target customers + see full HTML content of website visits

Vs



Channel-level descriptions of NPP content, based on customer recall

Vs



Gain insight into NPP content that is **recalled by customers** and reported to ZoomRx

Vs



Limited ability to identify and quantify campaign-level tactics and impact

Vs



Quantify **self-reported preferences** for information seeking across digital channels

How is ZoomRx's Digital Tracker *different?*

	OTHER MEDIA TRACKING SOLUTIONS	DIGITAL TRACKER
 Specificity	Untargeted aggregate-only analysis	Continuous target HCP/Patient-level longitudinal tracking
 Impact	Track exposure to content	Follow user journey and link cross-channel ad exposure to key outcomes
 Context	Track your brands	Capture competitive market basket with real-time benchmarking
 Sustainability	Dependent on third-party cookies	Opt-in, cookie-free technology



Get in touch

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